

An aerial photograph of a city, likely Yokohama, Japan. The image shows a dense urban landscape with numerous buildings, including a prominent skyscraper (Landmark Tower) in the center. In the background, a large mountain (Mount Fuji) is visible under a clear blue sky. The text is overlaid on the image.

“Innovative Healthcare Policy of Kanagawa”

ME-BYO Technology and Innovation Promotion

May 22, 2019

**Kumiko Miyasaka, Executive Director of International Strategy
Healthcare New Frontier Promotion Headquarters Office
Kanagawa Prefectural Government**

Healthcare New Frontier

Integration of the two approaches

Advanced Medical Technologies

iPS cell research



Life supporting robot



Personal Health Record through smartphone



Managing ME-BYO

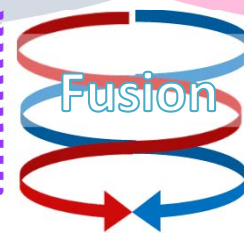
Daily Food as Medicine



Exercise habit



Realization of personalized medicine



Lifestyle change

Healthy longevity

New Markets / Industries

Healthcare New Frontier

Integration of the two approaches

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Managing ME-BYO

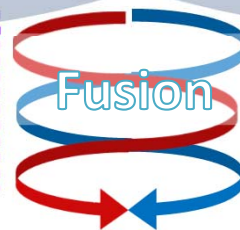
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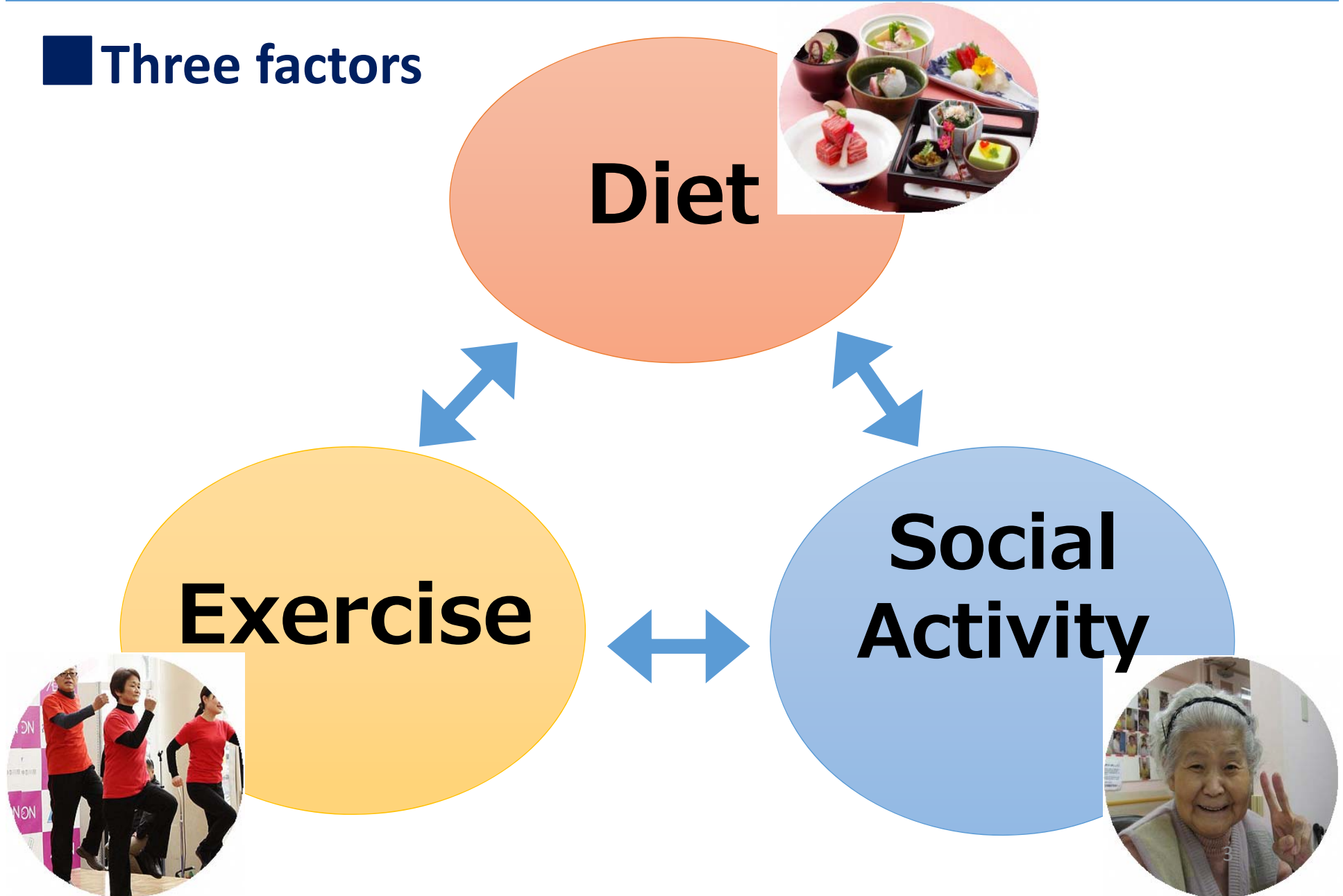


Lifestyle change

Healthy longevity

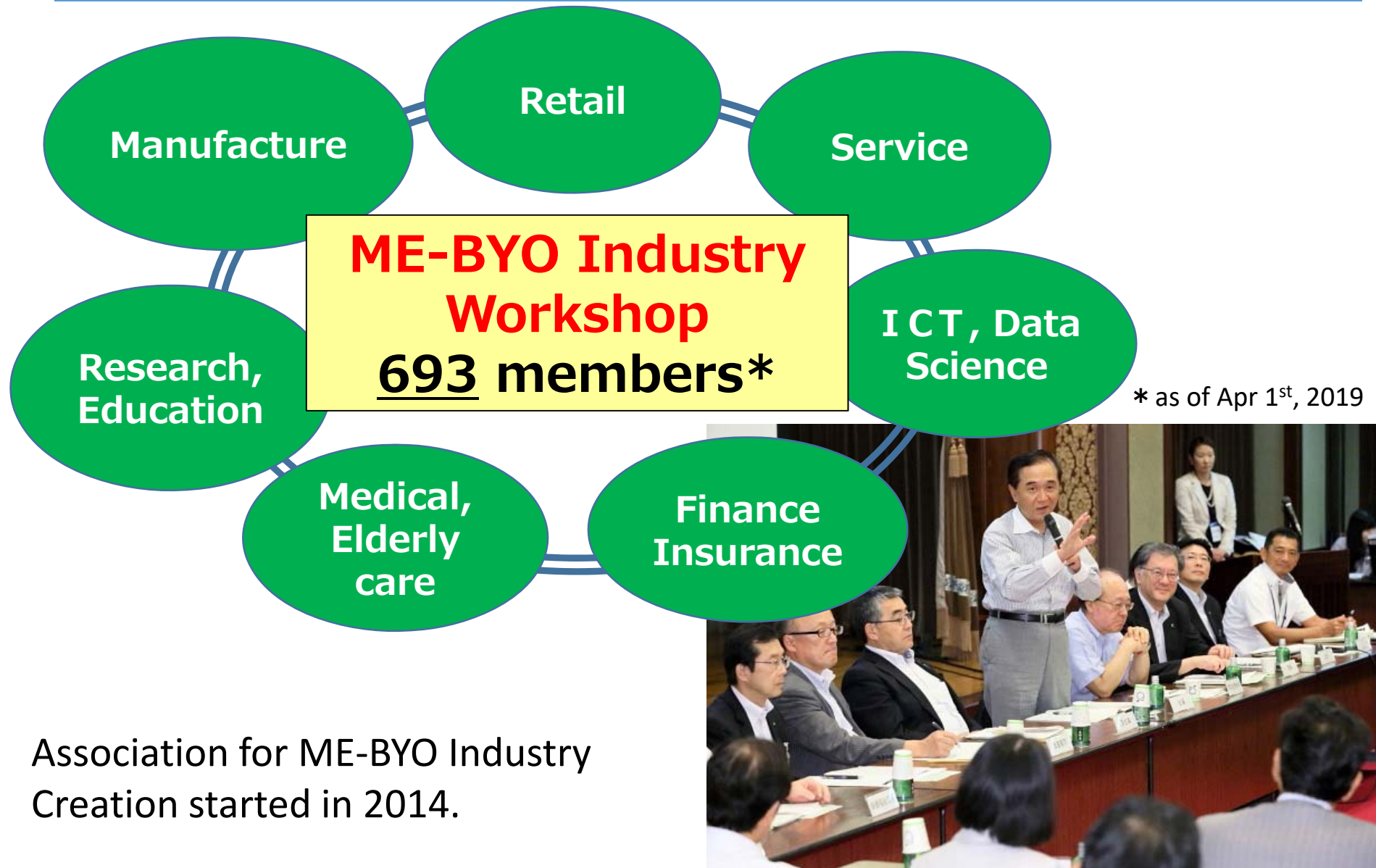
New Markets / Industries

■ Three factors



- 1. ME-BYO Industry and ME-BYO BRAND**
- 2. Healthcare ICT**
- 3. Special Zone for Robotics Industry**
- 4. Fund and Open innovation**

Association for ME-BYO Industry Creation



Association for ME-BYO Industry Creation started in 2014.

ME-BYO

Registered Trademark

ME-BYO®

registered as a trademark
June 27, 2014

ME-BYO BRAND



ME-BYO BRAND Fatigue Stress Measurement System

Checking fatigue and stress by monitoring people's autonomic nervous system



The results will be shown on your smartphone.



ME-BYO BRAND MIMOSYS

MIMOSYS



活量値 MIMOSYS
62 m (mimo)

計測期間	2015.05.11~2015.05.22 (12日間)
通話回数	22回
発話総数	377回

活量値は良いペースですね。長時間の集中が続く時は、適当に休憩をとって、リズムを整えましょう。 [share](#)

神奈川県
非病産業研究会

ME-BYO

元気圧 履歴 活量値 履歴 その他

元気圧 MIMOSYS
今回

通話開始時間	2015.05.22 11:11:52
発話した回数	17回
発話時間の合計	35秒

いつもより少し高い元気圧ですね。元気があっていいです。たまにはリラックスも忘れずに。 [share](#)

神奈川県
非病産業研究会

ME-BYO

元気圧 履歴 活量値 履歴 その他

ME-BYO BRAND VENEX Regeneration Wear

VENEX Regeneration Wear



It supports our body's regeneration process during sleep and resting phases.

My ME-BYO Record



(Launched in Mar. 2016)

Electronic Maternal and Child Health-record




神奈川県 神奈川県のママ&パパへ

予防接種も! 成長記録も! 地域の情報も!

地域とつながる母子手帳アプリ

妊娠から出産、育児までをサポート

神奈川県健康増進アプリ「マイME-BYOカルテ」と連携した子育てに役立つ無料アプリ!

利用料金 無料!

予防接種や子育て記録がスマホでカンタン便利に

電子母子手帳アプリ「母子モ」

母子モ (iPhone) で検索! / Android (スマホ) で検索!

App Store / Google Play

(Launched in Sep. 2016)

ME-BYO Index



Big Data



Technologies



Data Science, AI

ME-BYO Index



Visualization
ME-BYO Status, Future Health Risks



Behavior Change



KANAGAWA

Three Strategic Special Zones

Special Zone for Robotics Industry (the Sagami Area)

Feb. 15, 2013



Special Zone for Life Science Industry

Dec. 22, 2011

Tokyo International Airport (Haneda)



Tonomachi (King Sky Front) Biomedical Cluster



Sagami Express Way

National Strategic Special Zone (Tokyo Metropolitan Area)

May 1, 2014

Special Zone for Robotics Industry

Shonan ROBOCARE Center Inc.



Cyborg-type
Robot HAL[®]

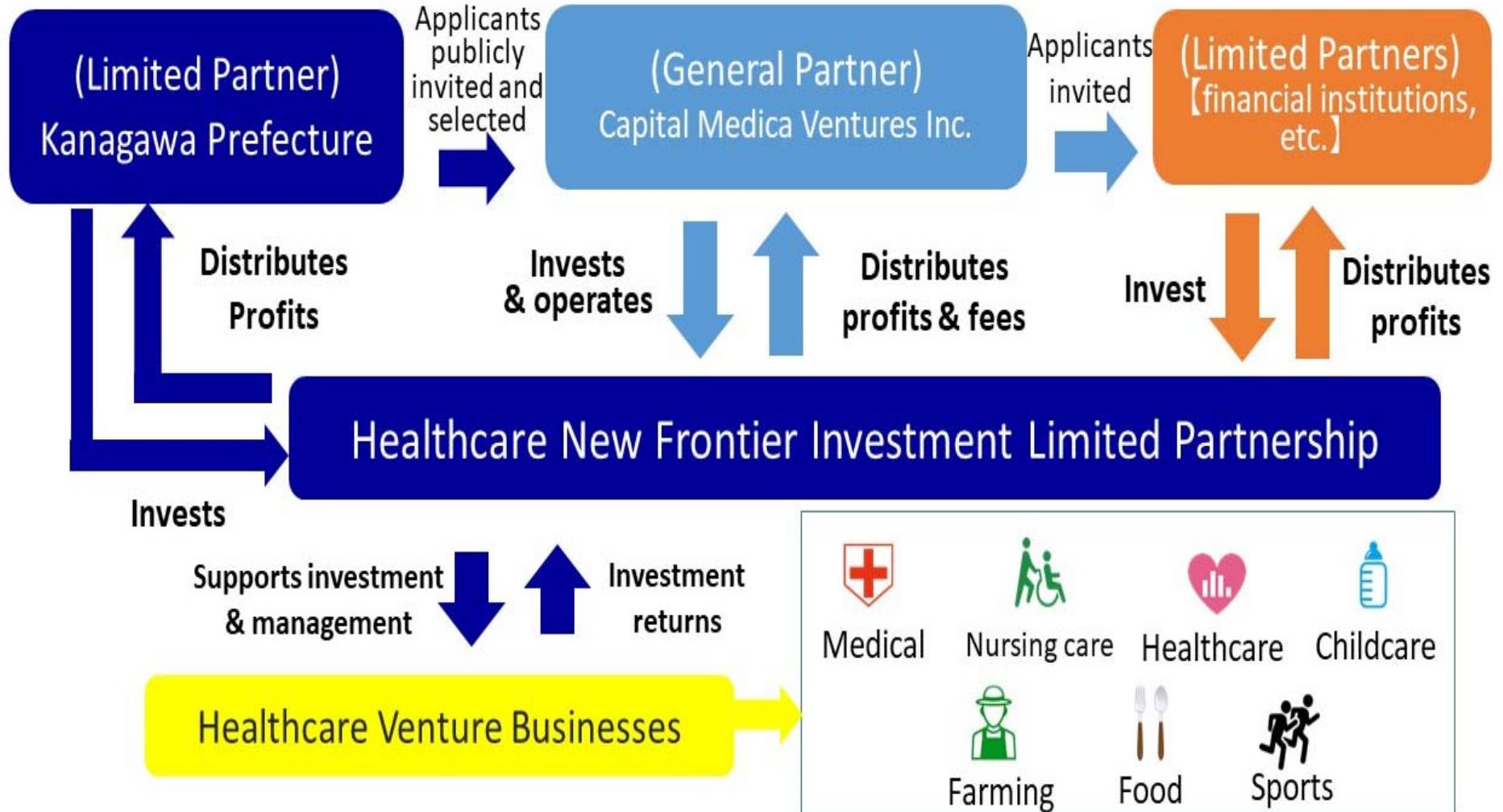




KANAGAWA

Healthcare New Frontier Fund

<Scheme>



Collaboration between Kanagawa and Takeda Pharmaceutical Co., Ltd. to accelerate innovations in healthcare

- ◆ April 6, 2018
Signed an MOU with Takeda Pharmaceutical Co., Ltd.
- ◆ April 13, 2018
Shonan Health Innovation Park opened



Kanagawa

Takeda

an open innovation base for
advanced medical industry



**Shonan Health
Innovation Park**



**Kanagawa Science
Park (KSP)**



**Life Innovation
Center (LIC)**

Shonan

KSP

Tonomachi

**Players gather from inside and
outside of Kanagawa**

Promising venture

Academia/
Research institutes

Companies in different
industries

Local municipalities

Industry
Creation

in the
Healthcare
Field

Super-aged Society with Laughter

